

MEDIACOM - BACKLIGHTS

10' x 24' screen printed 4-color process - 10 faces - \$24,675 for the lot

Each additional face - \$733 each

Each additional color on 10 faces - \$4,680 for the lot

Each additional color on each additional face - \$25 each

30-Sheet sells for \$350.00 to \$400.00 each

Space Cost between \$600.00 and \$800.00 - Vary by market

Box 3,125

10' x 30' screen printed 4-color process - 10 faces - \$27,825 for the lot

Each additional face - \$865 each

Each additional color on 10 faces - \$5,175 for the lot

Each additional color on each additional face - \$31 each

Space cost - \$1,000.00 each Houston, Detroit and Jersey

30-Sheet sells for \$350.00 - \$400.00 each

Box 3,760.00

14' x 48' screen printed 4-color process - 10 faces - \$59,800 for the lot

Each additional face - \$2,175 each

Each additional color on 10 faces - \$9,940 for the lot

Each additional color on each additional face - \$84 each

Space cost will vary by market

Rotary sells for average of \$1,500.00 to \$2,500.00

Box 7,980

Quoted in U.S. funds, f.o.b. Buffalo or Detroit with U.S. Duty paid.

Daytime Circulation - 75%

Nighttime Circulation - 25%

Circulation drops approximately 1/3 at night (Source T.A.B.)

8 Sheet

Box 1,400.00

## BACKLIGHTS

### PROS

Shows up well at night, has good awareness.

### CONS

Only time it is effective is at night when circulation is ~~1/3 less~~ <sup>1/4 of total daily</sup> than daytime circulation. During the day it loses some color in the copy.

Because of the high cost you don't have the flexibility of changing designs every 60 days.

The larger units also show a seam thru the copy.

You cannot use embellishments on the units.

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